

ABSTRACT

The loyalty level of Tri quota package users in Indonesia has placing Tri provider in the lowest position compared to its competitors. Beside customer loyalty is being a serious problem, Tri also has a problem on the pricing that is considered too expensive by its customers, Tri brand image is bad in the eyes of customers due to the number of customers who become victims of fraud, and the quality of products of Tri itself is assessed by customers still less than its competitors.

Through this study will be to assess whether the issue price, brand image and product quality at Tri provider into effect on customer loyalty issues being faced by providers Tri.

Methods of data collection is done through the distribution of questionnaires through social media to customers Tri quota package aged 15 years - 35 years. From the distributed questionnaires, 400 questionnaires were obtained. The sampling technique used is non probability sampling

Based on the results of multiple regression to determine the influence of each variable price, brand image and product quality to customer loyalty Tri quota package, it is concluded that the price variable has a positive effect on customer loyalty, brand image variable has a positive effect on customer loyalty, and product quality variables have positive influence on customer loyalty of Tri quota package.

From the results of these studies, researchers provide advice to the PT. Hutchison 3 Indonesia to provide a more affordable price for consumers, continue to innovate improve its products in order to compete in the Indonesian market, and can better pay attention and improve the brand image in the eyes of customers.

Keywords: *Customer Loyalty, Price, Brand Image, Product Quality*